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FOR GROUP PRACTICES

# Your Investment, Explained

Exactly what we do, what it includes, and how the pricing works when you're building for a whole team. No jargon, no surprises.

THE GOOGLE GLOWUP™ BUILD FOR GROUP  
PRACTICES STARTS AT

\$6,500

A group build is a bigger job than a solo site, because it has to make your whole team findable. "Starting at" means the baseline for a complete, strategic build, and your final number scales with your team and specialties. This guide walks you through the whole thing.

### ***"We already have a website."***

Most group practices do, and most of the time, it isn't pulling its weight. Here's the honest reason we still take you through our full process: a finished-looking website can still have a gap underneath it. The problem usually isn't the design. It's the strategy, messaging, and SEO foundation that was never built to make a whole team findable.

So whether you're starting fresh or replacing a site that looks done but leaves your clinicians' calendars half-empty, the work is the same, because the missing piece was always the foundation, not the pixels.

## How Your Investment Scales

Your starting price covers a complete, strategic build for your team. The number scales mainly with the size of your team and the number of specialties you serve, because each one becomes another page that has to rank and convert. If your project needs more than the standard scope, we'll always show you the math first.

### WHAT SCALES YOUR INVESTMENT

- Additional clinician bio pages as your team grows
- Additional niche or specialty pages for the populations you serve
- Larger overall site architecture for bigger teams
- Lead magnet setup, intensive blog work, or heavy site recovery

### WHAT NEVER CHANGES

- The strategy-first process
- The quality of the build and SEO foundation
- Full ownership of everything, always
- Honest, upfront quoting, you approve any extras first

*Think of your starting price as the foundation. It grows with your team, and you'll always see exactly what and why before we build it.*

### **The math that makes this easy**

One clinician, five new clients, twelve sessions each at \$250 = \$15,000. That's a single clinician's filled slots covering your entire build more than twice over.

*Now multiply that across your team.*

## Scope of Work: The StandOut Practice™ Plan

### Phase 1 · Strategy before design. Every project starts here.

Before we build anything, we create the foundation your website needs to make your whole team findable and fill their caseloads. This is the part most designers skip, and the reason our sites work.

- ✓ **Website + SEO Audit**  
Visibility issues, ranking gaps, copy weaknesses, and structural fixes across your existing site, or a clear starting strategy if you're building fresh.
- ✓ **Brand Development**  
Tone, color direction, fonts, and a cohesive visual style that unifies your whole practice.
- ✓ **Niche & Messaging Development**  
Who your practice serves, how each clinician helps, and what makes your team different, in a voice that sounds like you.
- ✓ **Client Pain Points & Journey Mapping**  
Messaging built around your ideal clients' real experience, and how to route them to the right clinician.
- ✓ **Keyword & SEO Content Strategy**  
Therapist-friendly SEO across all your specialties, for Google and AI search.
- ✓ **Website Copy & Page-by-Page Write-Ups**  
Your core pages and clinician pages, written for clarity, your voice, and visibility.
- ✓ **Conversion Flow + Your StandOut Plan Deck**  
Where CTAs go, how visitors get routed to the right clinician, plus a polished plan before design begins.

*Already have a fully built, well-optimized site? Occasionally, based on your site's authority score and ranking data, we may be able to skip the full build and move you straight into monthly maintenance, with your first month dedicated to fixing whatever's dragging your rankings. Most groups still need the build, but we'll look at your real numbers and tell you straight. We'll never sell you a build you don't need.*

## Scope of Work: The Google GlowUp™ Build

### Phase 2 · Where your strategy becomes a website that fills the whole team.

Using everything from Phase 1, we build a site designed to make every clinician findable and route the right clients to the right person, from day one.

- ✓ **Custom design around your brand**  
No templates. Designed around your practice's brand, clinical style, and tone.
- ✓ **SEO-driven structure**  
Schema, speed, internal link mapping, alt text, and metadata across every page, built in.
- ✓ **A page for every clinician**  
Written to convert, so the right client books the right person on your team.
- ✓ **Niche pages that rank**  
Each specialty becomes its own front door on Google and AI search.
- ✓ **Written in your voice**  
Your messaging and copy from Phase 1, so every page sounds authentically you.
- ✓ **Google-connected & ready to rank**  
Analytics, Search Console, indexing, sitemaps, and your Google Business Profile, all set up for you.

#### YOUR GROUP BUILD INCLUDES (STARTING TIER)

|                                       |                                      |
|---------------------------------------|--------------------------------------|
| Homepage, About, Get-Started          | Up to 6 clinician bio pages          |
| Up to 6 niche / specialty pages       | Blog setup + first niche articles    |
| Full technical SEO + FAQ schema       | Google Business Profile optimization |
| Connected to Search Console + indexed | 30 days complimentary maintenance    |

*And always: you own your site, your domain, and your content. Forever. No hostage situations.*



## The Maintenance Plan

**Phase 3 · Filling caseloads isn't a one-time event. This is how you keep the whole team visible.**

Search changes constantly. Maintenance keeps every clinician findable and every calendar filling while you focus on running your practice. Every plan includes the same core deliverables:

- ✓ **2 blog posts a month & 2 GBP posts a week**  
Fresh, niche content and an active Google Business Profile to keep your whole team visible.
- ✓ **Ongoing SEO and website upkeep**  
Tech fixes, speed, and continued optimization across your team's pages for Google and AI search.
- ✓ **Reporting and real communication**  
Analytics reporting, a mid-month check-in, an end-of-month report, and a monthly strategy call.

GROUP MAINTENANCE STARTS AT

**\$550**/month

*Built with us? You roll right in after your complimentary 30-day on-ramp, no audit needed. Didn't build with us? Your first month is an audit-and-fix-it month: we connect your site to Search Console, pull a baseline, and get it healthy. If it needs more than a tune-up, we'll show you exactly what and what it costs before any big work. No surprise invoices, ever.*

READY WHEN YOU ARE

## Let's find your exact number

The fastest way to your real investment is a quick, no-pressure call. We'll look at your team, confirm your scope, and give you a clear number.

Book your free 15-minute call → [tmebrandmarketing.com](https://tmebrandmarketing.com)

YOU OWN EVERYTHING. WE MEAN IT.